



**REPUBLIC OF GHANA
BRANDING OF GHANA ENTERPRISES AGENCY
SPECIFIC PROCUREMENT NOTICE
REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES –FIRM SELECTION)**

Assignment Title: Recruit Consultant to undertake Communication and Branding support services for the transitioning of the National Board for Small Scale Industries (NBSSI) to Ghana Enterprises Agency (GEA).

1.0 INTRODUCTION

The Government of Ghana (GoG), with financial support from the World Bank (Bank), is implementing the Ghana Economic Transformation Project (GETP). The GETP aims to support economic diversification by facilitating transition to a higher growth and more long-term economic structure with better resilience against volatility in commodities pricing.

In particular, the objectives of the GETP are to:

- (i) Improve the enabling business environment, investment attraction capacity and the quality infrastructure support system for companies that want to invest and grow their businesses in Ghana,
- (ii) Enhance Government programmes in investment promotion and spatial development (including Special Economic Zones (SEZ)) to address the constraint of access to quality industrial land in the country
- (iii) Support entrepreneurship and SME growth in non-resource based sectors, with a focus on accelerating the development of the SME and entrepreneurship support ecosystem, including early stage financing

The GETP is anchored in the Ghana Beyond Aid Vision and recognizes the critical role of the private sector in achieving economic transformation through increasing entrepreneurship and investment in high potential sectors.

The GETP – Accelerating Entrepreneurship and SME Growth Component, aims to promote the development of sustainable employment opportunities by promoting private investments and facilitating growth of business in the non-resource based sectors.

The Component seeks to achieve this objective through:

- Supporting reforms and rationalisation of the Government Agencies that support entrepreneurship and SME development
- Strengthening the entrepreneurship support ecosystem and promote high-growth SMEs
- Providing early stage financing and access to venture capital financing for strategic industries

The Ghana Enterprises Agency (GEA) is responsible for the implementation of the sub-components to support high growth SMEs.

2. BACKGROUND

GEA is the apex governmental body dedicated to the promotion and development of the Micro, Small and Medium Enterprises (MSMEs) Sector in Ghana. It was established by an Act of the Parliament of the Third Republic of Ghana (ACT 434 of 1981) and operationalized in 1985. Government views the Sector as having the potential to contribute substantially to the reduction of the high unemployment rates and to the growth of the economy of Ghana.

It has its headquarters located in Accra, the GEA operates sixteen (16) Regional Offices spread across the country.

Together with other stakeholders, it runs one hundred and eighty-five (185) District Offices known as Business Advisory Centers BACs.

GEA has a staff strength of three hundred and fifty-seven (357), and it is envisaged to reach six hundred (600) in the next five (5) years. At the District level, GEA provides Business Development Services (BDS) to MSMEs, as well as facilitate access to credit. GEA also supports capacity building, digitisation and formalization of the MSME Sector in Ghana.

It also implements a Credit Scheme which provides support to businesses in the various districts it operates in.

The GEA, under the Accelerating Entrepreneurship and SME Growth Component of the GETP, will be implementing a Grant Scheme to provide grants to qualifying high growth SMEs.

The Grants Scheme will operate in two forms as follows:

- COVID-19 Response Grants to provide emergency liquidity to high growth SMEs to mitigate the impact of the COVID-19 Pandemic, support recovery from the effects of the Pandemic and facilitate a return to sustainable growth.
- SME Growth Grants to support productivity and competitiveness enhancing initiatives by high growth SMEs to accelerate their growth.

GEA is currently implementing the Coronavirus Alleviation Programme, Business Support Scheme (CAPBuSS), which is one of Government's key interventions to provide emergency financial assistance to SMEs. GEA, in the implementation of the CAPBuSS, has developed

capacity and a keen understanding of the key implementation required for the operationalisation of a grants scheme.

The GET Project supported the Government of Ghana (GoG) in the transition of NBSSI into GEA. The passage of Act 1043 has necessitated the transition from NBSSI to GEA. As a result, there is the need for comprehensive branding of GEA to create awareness and visibility to the Ghanaian Public, Development Partners, and other stakeholders both local and international. This will boost GEA's reputation, public perception, credibility, trust and provide the basis for resource mobilization.

3. OBJECTIVES OF THE ASSIGNMENT

The main objective of this assignment is to support the NBSSI with technical assistance for the design and operationalisation of the Communication Strategy for GEA.

Specifically, the objectives are:

- I. Develop a Communication Strategy and products to communicate and promote GEA
- II. Develop and disseminate consistent and impactful messages to enhance awareness and visibility of GEA

4. SCOPE OF THE ASSIGNMENT

The Consultant's scope of work includes but not be limited to the following:

1. Develop a Communications Strategy to guide the communication agenda of GEA. This could include, but is not limited to: -
 - internal and external communications guidelines as well as outreaches.
 - Develop a new website to reflect the mandate of GEA
 - Develop new communication products, including an e-newsletter, corporate brochures
 - Regular update of GEA website and other communications channel, including social media platforms with articles
 - Drive social media campaigns
 - Internal media and communications related training
2. Branding of GEA
 - Design a Brand Manual (have a standardized template for memos, customized font type, presentations, email addresses, letterheads etc.)
 - Design logos and brand office spaces, signages, billboards, vehicles and other corporate paraphernalia
 - Design new institutional fabric/cloth

- Develop and drive a national awareness campaign to promote GEA with TV and Radio commercials (in five local languages) and Newspapers Advertising.
- 3. Help implement effective Knowledge Management practices for the GEA Corporate Affairs Team
- 4. Organise a workshop to finalize Advocacy and Communication Strategy. Organize a Stakeholder Engagement to solicit for their inputs into the Strategy.
- 5. Events Support including the Presidential launch of GEA
- 6. Any other communications activities which may be required by the Management of GEA

5. DURATION OF THE ASSIGNMENT

The consultancy is expected to be awarded for 6 months. The contract can be terminated in case of non-performance. The contract will be reviewed subject to the firm performing satisfactorily and meeting the obligations as highlighted in these Terms of Reference.

6. SUPERVISION AND REPORTING ARRANGEMENTS

The Consultant will report directly to the CEO but will work closely with the Public Relation Unit.

7. LOCATION

The Consultant's work will primarily be based at the NBSSI Head Office, Accra. However, the Consultant will be required to undertake field visits and works in other parts of the country. Specifically, the branding must include the Agency's Regional and Districts offices.

8. REPORTING OBLIGATIONS AND DELIVERABLES

The Consultant will submit the following deliverables to NBSSI through the Executive Director. These deliverables will be reviewed and approved by NBSSI.

- (a) An inception report which shall provide the approach/methodology for delivering the services under the assignment, availability of the key staff in the proposal submitted, detailed work plan outlining all critical activities to be undertaken under this assignment for the full length of the contract period, with clear dates of delivery and specific deliverables at the conclusion of each activity. The inception report shall be submitted within two weeks from the commencement date.
- (b) Templates to support all processes within one month of commencement of the contract
- (c) Operational guidelines/manuals to assist the implementation of the strategy within one month of commencement of the contract
- (d) Capacity building of NBSSI Staff to internalise lessons, skills and competences arising from the implementation of the Strategy and ensure sustainability
- (e) Monthly progress reports on the status of branding, which shall be submitted at the end of each calendar month.
- (f) Adhoc reports as required by the client
- (g) A detailed final report of the operations at the end of the contract.

9. FIRM QUALIFICATIONS

- (a) The Consultant will be a firm or a consortium of firms with a demonstrable track record of successfully managing similar assignment. The Firm should have successfully delivered at least two similar assignments in the last five years. The Consultant must also have
- Experience in and understanding of Ghana’s SME ecosystem
 - Knowledge of media and technology trends
 - Experience working with public sector institutions in Ghana
 - Experience managing reporting relationships with government and multi-lateral agency stakeholders
- Knowledge of best practices or experience working to provide communication Assistance to institutions that support MSMEs
- (b) Preference will be given to firms with working experience in West Africa and Ghana
- (c) The Consultant’s Team shall include:

Team lead	<ul style="list-style-type: none"> ● Master’s Degree in a relevant discipline ● Excellent program management skills and demonstrated experience in managing Projects ● Excellent verbal and written communications skills, and demonstrated experience working with a variety of stakeholders, including senior government officials, donors, journalists, editors, policymakers and regulators, consultants and academics ● Demonstrated ability to take initiatives and work independently with limited supervision ● Excellent ability in the use of ICT, including developing and using web-based resources, especially for project management and remote communication ● Fluency in English is required, and additional language skills are a plus ● A minimum of five years relevant professional work experience
Graphic Designer	<ul style="list-style-type: none"> ● A bachelor’s degree in graphic design and have not less than 5 years’ work experience ● Knowledge in color and design fundamentals, motion graphics, traditional typography, digital illustration, webpage scripting, business graphic design and webpage design ● Exceptional creativity and innovation ● An understanding of the latest trends and their role within a commercial environment ● Excellent IT skills, especially with design and photo-editing software

10. RESPONSIBILITY OF CLIENT

NBSSI will provide the Consultant with the relevant documents and information as well as access to key officers necessary to facilitate the Consultant’s performance of this assignment.

